

# PREPAREDNESS

The All-Important Issue of the Hour

Coming Sure

## HOT WEATHER

Are You Ready?

GIVE YOUR DRESSMAKER AS WELL AS YOURSELF AMPLE TIME IN WHICH TO DO THE SUMMER SEWING. DON'T WAIT UNTIL THE SWELTERING WAR WITH HEAT IS UPON YOU!

**We Are Going to Help You Prepare for Hot Weather**



Having Learned the Important Lesson of Preparedness for Meeting the Seasonable Wants of Albuquerque---Anticipating the Certain War-time Advances in Needed Summer Goods

### THE HOUSE OF PLENTY

From Our Great Reserve Stocks of All Kinds of Merchandise Bought Before Prices Were Advanced by War Short Markets, Now Offers You at IMPORTANT SAVINGS and at Prices That Cannot Be Duplicated Elsewhere, YOUR PICK OF THE NEW SUMMER MATERIALS IN ENDLESS VARIETY IN

**White Goods, Dress Goods and Silks**

**In a Sweeping Prepare for Summer Sale**

**If Not, Why Not?**

The Whole World Today Is Preaching the Gospel of Preparedness. Why Not Practice in Your Own Life What the Wise Leaders of Our Nation Are Now Advocating in the National Life?

**Get Ready for the Summer**

### SALES

**That Must Appeal to Every Woman**

WHO HAS LEARNED THE IMPORTANCE OF PREPAREDNESS

27-inch new Cotton Challies, Persian patterns, very special, yard...**6c**  
New White Swisses, assorted dot patterns; 25c values, the yard...**19c**  
Genuine Soisette in plain black and white, a regular 25c seller, the yard...**19c**  
New yard wide Challies, extra quality, select patterns, all new and a 25c value, at the sale price, the yard...**9c**  
5,000 yards of Val. Laces, a big value, on sale at, yard...**5c**  
Finest White Pique, 27 inches wide, a 35c value for, the yard...**18c**  
Special new yard wide White Waists, worth 25c a yard; special at, yard...**15c**  
New 30-inch fine Cotton Crepe for underwear, a very good 25c quality, in this sale at, the yard...**15c**  
Pongee Shirtings and Waistings in fancy white and black stripes; an extra value at 25c; in this sale, yard...**19c**  
New cotton 25-inch black and white Shepherd Checks; SALE PRICE, per yard...**12 1/2c**  
NEW PALM BEACH SUITINGS, 36 inches wide, in white and tan; worth every cent of the regular price, 50c the yard! SPECIAL AT, the yard...**25c**  
New 35-inch Art Silks and Silk Dot Seco, new spring fabrics; worth 65c the yard, but going in this sale at, yard...**29c**  
New 36-inch white Basket Weave Suitings, worth 50c and 65c the yard; ON SALE AT, the yard...**29c** and...**39c**  
New Tan and White Embroidery Voiles, a 35c value; the yard...**25c**  
Especially beautiful Embroidery Voiles and Swisses, all new designs, regular 25c values; on sale, yard...**19c**  
Special Butcher Cotton Linene, 36-inch, the yard...**12 1/2c**  
1,000 yards of New Galateas, new patterns, good quality, yard...**15c**

## Beginning Saturday, May 6, 9 A. M.

Read Every Item in the List of Summer Saving Values

**Special Saturday**

9 O'CLOCK A. M.

Newest Gollines, very best quality corduroys, 32 inches wide, in rose, peach, Copenhagen, navy, brown and white; sold elsewhere at \$1.50 a yard; very special for this sale...**95c**

**PREPAREDNESS SALE OF SUMMER DRESS GOODS**

Including all new and popular shades and weaves in wool, silk and cotton; VALUES TO \$1.25 THE YARD.

In this lot are—  
36-inch wool and cotton corduroys in rose, emerald, pink and cream.  
38-inch wool and cotton black and white check suitings.  
36-inch all wool serges and batistes in leading shades.  
36-inch silk poplins in shades desirable for street wear.  
Odd pieces of all wool figured crepes and green, brown and grey silk lansdowns.  
36-inch silk and cotton crepes in over twenty desirable shades.  
36-inch new Dresden Marquisettes.  
36-inch fancy silk Grenadines and Voiles.  
36-inch Jacquard Poplins in assorted shades.  
25 pieces all wool new spring French Challies in desirable patterns.  
YOUR CHOICE OF THE LOT, the yard...**59c**

PREPARE FOR HOT WEATHER SOCIAL FUNCTIONS

**Here Are the Silks of Summer at Sensational Savings**

40-inch Silk Marquisettes in delicate shades; a \$1.25 value, yard...**95c**  
40-inch Plain Black Marquisettes; a \$2 value, yard...**\$1.39**  
New 40-inch Satin de Luxe, an exquisitely elegant quality of silk sublime, desirable shades; a \$2 value, yard...**\$1.49**  
New Chudra Silk Suitings, good looking, wearable, with crepe finish, in the new shades; worth \$2, yard...**\$1.49**  
New 36-inch Silks in fancy satin stripes and changeable effects; worth every cent of \$2.50 a yard, in this sale, at, per yard...**\$1.69**  
The much wanted plain Silk Crepes, sheer and dainty for underwear and summer frocks, largest assortment in Albuquerque and a very special value at the sale prices, per yard...**35c, 50c, 65c and 69c**  
Georgette Crepes, all colors, cut to the yard...**\$1.19, \$1.89**  
A specially select new line of Fancy Silks, made in good tafeta, 27-in., newest designs; a big value at, yard...**95c**  
Big assortment good quality Silk Poplins, 40 inches wide, all good shades; at the special sale price of, yard...**\$1.19**  
Yard wide Taffetas in Reseda, red, emerald and black; a great value at, the yard...**\$1.09**  
33-inch Satin Stripes All Silk Shirtings, extra quality in the newest patterns, and a great value at, yard...**95c**  
Also special yard wide Pongee, yard...**39c**  
New fancy All Silk Pongee, yard...**95c**  
25-inch All Silk Pongee, very special at, the yard...**44c**  
33-inch All Silk Pongee, extra special, yard...**58c**

**Special Saturday**

9 O'CLOCK A. M.

27-inch GLENORA new printed COTTON CREPES, A BIG VALUE AT 10c the yard; FOR THIS HOUR ONLY, SATURDAY AT 9 A. M., yard...**5c**

**NEW SUMMER FABRICS AT PREPAREDNESS PRICES**

Palm Beach, Rice Cloths, New Fashion Voiles and fine Dresden Crepes, all in very select patterns; values to 50c yard, ON SALE, yard...**32c**  
36-inch Figured Dress Crepes and Batistes, values to 25c yard; ON SALE FOR, yard...**15c**  
Fine new Tub Silks, 32 inches wide, in the new stripe patterns; a big value at 45c yard; SALE PRICE, yard...**33c**  
Extra select Tub Silks in heavy satin stripe patterns; special weight and quality; a 65c grade elsewhere; ON SALE HERE, yard...**45c**  
NEW SILK NETS in all the latest shades, 49 inches wide; very fine silk mesh, worth \$1.25 a yard; IN THIS SALE AT, yard...**89c**  
BEST QUALITY ALL SILK CHIFFONS, 49 inches wide; all shades on hand, also black and white; as good as you can buy at \$1.25 a yard; SPECIAL FOR THIS SALE, the yard...**79c**

### SPECIALS

**In White Goods and Dress Linens**

WE ARE PREPARED

to offer you surprising values in India Emmons, Piques, Flaxons, Lyklins, Voiles, Marquisettes, Organdies, Rice Cloths, Palm Beach Suitings and Linens, at prices specially low even for the House of Plenty.

**THE NEW AWNING STRIPE MARQUISSETTES AND VOILES**

Very select stripings in light blue, pink, green, rose, and black; also

**POMPADOUR FIGURE CHIFFONS**

In light blue, maize and pink effects. These are ideal for summer wear. Values to 50c yard, ON SALE, yard...**39c**

**THE NEW "KILKENNY" SPRING SUITINGS**

38 inches wide; looks like linen; colors Reseda, navy, pink, tan and white. AN EXTRA SPECIAL VALUE, yard...**29c**

36-inch New HOLLYWOOD BATISTES in neat patterns; A BIG VALUE, yard...**10c**

36-inch Crepes, Batistes and Voiles. A SPLENDID ASSORTMENT OF SELECT PATTERNS; values to 35c a yard; SALE PRICE...**19c**

SPECIAL 36-INCH RECEPTION VOILES in neat Dresden patterns; A VERY SPECIAL VALUE, yard...**25c**

### 3 Extraordinary Silk Values--Prepare Now

40-inch Select Crepe de Chines in All Desirable Shades, Also Black and White, Worth \$1.50 Yard. Preparedness Sale Price, Yard...**\$1.19**  
Finest Crepe de Chines in Selected Shades for Afternoon and Evening Wear, Values to \$2.50 Yard. Preparedness Sale Price, Yard...**\$1.95**  
An Extra Select Grade of Yard Wide Taffeta, All Colors and Black. A Big \$2.00 Value. Preparedness Sale Price...**\$1.59**

SEE THE PROOFS OF PREPAREDNESS IN OUR WINDOWS

## The Golden Rule Dry Goods Co.

The House of Plenty for Every Summer Need of Every Member of the Family

